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WHOLESALE PRICE LIST, JULY, 1937

# SOLEDAD ROCK & WATER GARDENS

PACIFIC BEACH, SAN DIEGO, CALIFORNIA

LIBRARY

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U. S. Department of Agriculture.



FLORIST'S WINDOW DISPLAY SPECIAL

(See Page 1)

## TERMS OF SALE

This list supercedes and cancels all previous lists or quotations.

All goods priced f.o.b. Pacific Beach.

In order to give full value to our customers, we cannot afford any credit losses. Therefore all orders must be accompanied by full payment, or C.O.D. orders by a deposit of one-half the value of the order, unless satisfactory credit relations have been established with us.

### DISCOUNTS:

To encourage cash sales, we offer 5% discount on all orders accompanied by full payment; 3% on all C.O.D. orders accompanied by a deposit of one-half of the amount of the order. No other discounts permitted or allowed whatsoever.

On all cash or C.O.D. orders, where the discounts have not been deducted from the amount sent, we will ship additional stock with the order to the value of the discount allowed.

### GUARANTEE:

We absolutely guarantee satisfactory quality and safe arrival of goods shipped by us on Express shipments.

In six years of business, we have not received a single complaint as to the quality of goods ordered from our list. Should a customer be dissatisfied with the quality of the goods, the shipment may be returned to us immediately, packed as received, Express Collect, and we will refund the amount we received for the goods. Should goods be received in damaged condition, make claim for damage with the Express Company and notify us immediately, and we will make up any losses to our customer above damages paid by the Express Company on any such damaged goods.

Small shipments of plants can sometimes be sent cheaper by Parcel Post Collect than by Express Collect. If shipping directions are left optional with us, our guarantee will cover such shipments as we make by Parcel Post. All goods shipped other than as above mentioned, are shipped at purchaser's risk and the above guarantee will not apply.

### MINIMUM ORDER—\$2.00

No orders accepted for less than twenty-five at hundred rate or four at dozen rate.

**FLORIST'S WINDOW DISPLAY SPECIAL**

(See color plate on front page)

This color plate was made from an oil painting of a Window Display model 3 ft. x 6 ft.

**FLORIST'S WINDOW DISPLAY SPECIAL**—\$17.50 f.o.b. Pacific Beach, contains assortments of Cacti and other Succulent Plants sufficient for a Florist's window display arrangement covering an area 3 ft. x 6 ft. as follows:

50—	Assorted Succulents	.....	@	\$2.00	per	100
100—	“ Cacti and other Succulents	.....	“	3.00	“	“
100—	“ “ “ “ “	.....	“	5.00	“	“
12—	“ “ “ “ “	.....	“	10.00	“	“
6—	“ “ “ “ “ Larger Specimens	.....	“	1.80	“	Dozen
6—	“ “ “ “ “ “ “	.....	“	3.00	“	“
4—	“ “ “ “ “ “ “	.....	“	4.20	“	“
4—	“ “ “ “ “ “ “	.....	“	6.00	“	“
2—	“ “ “ “ “ “ “	.....	“	.75	Each	

Larger or smaller Window Display Groups made up to fit any sized window at proportionate cost.

**AN ADVERTISEMENT WHICH WILL SAVE YOU MONEY AND WHICH CAN BE SOLD AT A GOOD PROFIT**

During hot summer months and other dull sales' periods, the up-to-date florist must maintain an attractive window display. Where a regular line of cut flowers and perishable pot plants are used there is considerable loss and this loss is charged to advertising. A window display of Cacti and other Succulents will attract more attention and be better advertising; will stand up in good condition over a longer period with less loss than other saleable stock; and you will make many sales direct from the display and reorder regularly in small quantities for refilling—thus making a good profit at a minimum handling cost.

## DIRECTIONS FOR PUTTING IN WINDOW DISPLAY

1. Protect floor of window by lining with roofing paper, oilcloth, or other water-proof material.
2. Cover with clean sand beginning with one inch of depth at the glass and rising to six inches or more at the back. Boxes, wooden blocks, or other handy material may be used as filler under the sand at the deep side, if desired.
3. Leave the surface of the sand in irregular, curving slopes; and if desired, make some groupings of rock at the back edge.
4. Plant the plants directly in the sand, grouping them as shown in cut, and water lightly with fine sprinkler sufficient to moisten sand to depths of roots.
5. Water as often as necessary to keep plants in good condition, allowing sand to dry out fairly well between waterings. Sunny windows will require more water than those in shade, and plants will remain in good condition and hold their good coloring much longer if exposed to direct sunlight.

A sign in the window: "Every Plant In This Display For Sale" will bring many customers. When a plant is selected by a customer, merely lift it from the sand and smooth the sand out. If the plant is one of the large, display plants, a slight regrouping may be necessary. But the display will still be attractive when even half of the smaller, popular-priced plants have been sold from it.

We suggest that you place a small order for popular-priced plants for refilling, at the time the display is set up, and further regular orders weekly as indicated by your sales. Order from "Assortments" on Page 3. Do not overstock by ordering too large an order for refilling. But order often and have your plants in the pink of condition. The ingenious florist will be able to rearrange and change the entire scene occasionally when working in a new order of plants, using such innovations and variations as the materials at hand and his own inventiveness may prompt.

These plants are effective for window display as rock-garden planting where peat or leafmold may be combined with or used as a covering for the sand. A group of Indian figures with tepee and campfire; or a group of Mexican figures in front of an adobe house; or an arrangement as a panorama with a painted back drop, would be effective.

## ADVICE TO YOUR CUSTOMERS:

For permanent planting use a mixture of equal parts of sand, good garden soil, and leafmold. Keep in a sunny location; water well once or twice a week in bright sunny weather—keep drier and rather cool during cold, dark weather.

## ROOTED PLANT ASSORTMENTS

Our florist trade find it most satisfactory to order by Assortment, giving us information as to the purpose for which the plants are to be used and leaving the selection to us. When ordered by Assortment, we can give better value and select varieties that are in the most saleable condition at the time ordered.

**SUCCULENTS** in interesting and colorful varieties for one-inch pots .....\$2.00 per 100

**CACTI** in mixture for one-inch pots ..... 3.00 per 100

### POPULAR ASSORTMENTS:

These Assortments are assorted by value rather than by size and give the widest range of variety in popular, saleable plants at a given price and will contain a mixture of both Cacti and other Succulents, unless otherwise instructed. Assortments in these price ranges will upon request be made up entirely of either Cacti or other Succulents.

**POPULAR ASSORTMENTS** priced at.....\$3.00 \$5.00 and \$10.00 per 100

**SPECIMEN PLANT ASSORTMENTS**—Suitable for sale as specimen plants in individual pots.

Priced at .....\$1.80 \$3.00 \$4.20 and \$6.00 per dozen

### IRON-CLAD ASSORTMENTS:

Includes only varieties which will do best and stand up longer under difficult conditions, such as lack of sunlight, irregular watering, etc. This Assortment includes such types as: Aloes, Gasterias, Haworthias, Euphorbias, and the hardier varieties of other groups.

Priced at .....\$5.00 and \$10.00 per 100

### ALOE ASSORTMENTS

Small—5 varieties or more .....\$3.00 per 100

Medium—10 varieties or more including Aloe—Gasteria Hybrids .....\$5.00 per 100

## IVY

#1—Large Leaf, Variegated, English Ivy, 6 to 8 inch, rooted plants .....\$3.50 per 100

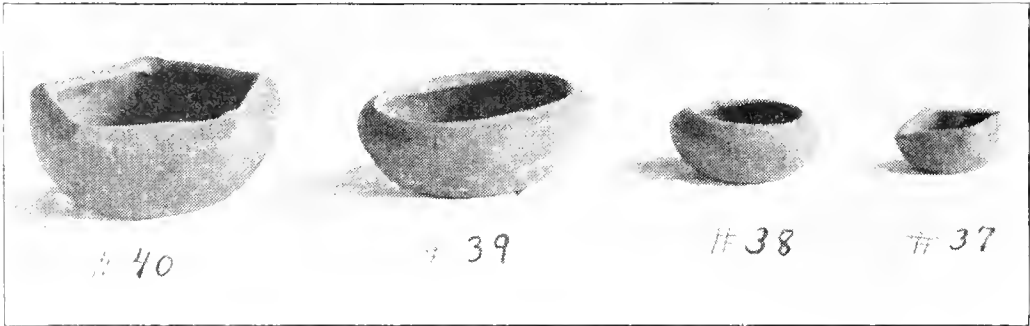
#2—Small Leaf, Green (sometimes called Scotch or Mexican Ivy), 6 to 8 inch, rooted plants ..... 3.50 per 100

ROOTED ASSORTMENTS FOR DISH GARDENS

Experience has taught us the number, proportion of sizes, and variety of combinations of plants to be used in various sizes of dish gardens to make them most effective and saleable. You may now order just the right material for filling a given number of dish gardens of any size—order by average diameter of dish, bowl, or miniature garden to be filled.

Groups of plants for each dish garden will be wrapped separately.

Size of Dish Garden	Order by Number	No. of Plants	Price
3 inch	D3	5 to 7	\$ .15
4 "	D4	6 to 8	.25
5 "	D5	8 to 10	.40
6 "	D6	10 to 15	.60
8 "	D8	15 to 20	1.00
10 "	D10	15 to 25	1.25



EMPTY POTTERY BOWLS

Hand-Made Red Clay

Assorted designs, including those shown in Cut.

Order No.	Size	Per Dozen
EP#37	2-inch	\$ .45
EP#38	3 to 4 inch	.85
EP#39	4 to 5 inch	1.20
EP#40	5 to 6 inch	1.80



## EMPTY POTTERY

Hand-made, Red Clay Novelties (See Cut Below)

Order No.		Size	Per Dozen
EP#89	Canoe	3 x 10 inches .....	\$ 2.00
EP#72	Leg Bowl	3-inches .....	1.00
EP#60	Oval Basket	.....	.85
EP#114	Tall Basket	.....	.85
			Price Each
EP#1	Strawberry Basket	Center Opening—3 inches .....	\$.25
EP#91	Turtle	.....	.20
EP#81	Burro	.....	.40
EP#108	Five-sided Dish	8-inches .....	.25
EP#32	Oval Dish	7 x 10 inches.....	.25

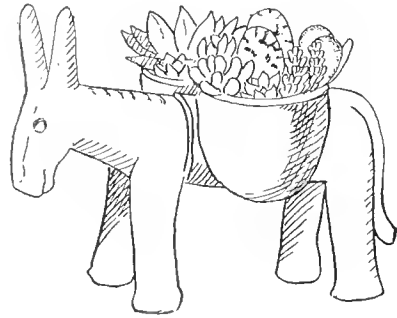


## PLANTED RED CLAY POTTERY

Planted to a large variety of colorful Cacti and other Succulents. (Dimensions given above.)

	Price Each
Canoe .....	\$ .75
Strawberry Basket .....	.60
Leg Bowl .....	.30
	Per Dozen
Tall and Oval Baskets assorted.....	\$2.40

(See Back Cover)



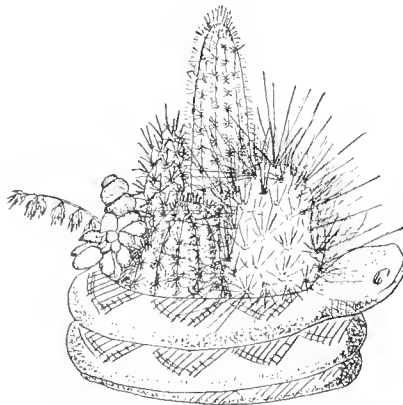
Pack Burro

PLANTED POTTERY  
HAND-MADE RED CLAY



Turtle

	No. of Plants	Price Each
Pack Burro .....	10	\$ .85
Turtle .....	10	.45
Rattle Snake Garden .....	8 to 12	1.25



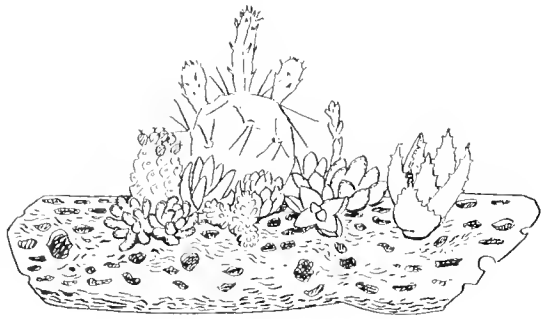
Rattlesnake

KEEP IN SUNNY WINDOW.

WATER RATTLE-SNAKE DISH ONCE OR TWICE  
A WEEK IN SUMMER; ENOUGH TO KEEP FROM  
SHRIVELING IN WINTER.

WATER OTHER CONTAINERS TWO OR THREE  
TIMES A WEEK.

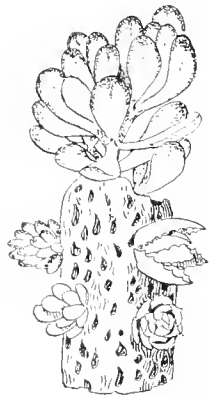




10 in. log

## UNIQUE PLANT ARRANGEMENTS.

CONTAINERS MADE FROM CHOLLA CACTUS WOOD PLANTED TO A CHOICE SELECTION OF COLORFUL CACTI AND OTHER SUCCULENT PLANTS.



Pot 4 in. high

	No. of Plants	Price Each
10-inch Log .....	10 or more	\$ .85
Pot, 4 inches high .....	5	.35
Pot, 2½ to 4 inches high .....	1 select plant	.15
Pot, 2 inches and over .....	1	.10
18-inch Basket .....	12 or more	1.25
We can furnish a limited number of unusual pieces that do not conform to any standard grade at ..... from 50c to \$2.00		



18 inch basket

FOR BEST RESULTS  
WATER TWICE A WEEK BY SUBMERGING IN  
WATER FOR SEVERAL MINUTES.

We grow some 800 varieties of Succulent Plants and thousands of hybrid seedlings. Many varieties we do not yet have in sufficient quantity for wholesale listing, but we can sometimes put a few of them in Assortments. Some varieties can only be propagated successfully for one short period during the year—so that it is practically impossible to have a full range of sizes at all times in varieties we list. Some varieties are only saleable during the period when they are highly colored or in bloom, at which times they will be used in the Assortments. But if ordered separately later, might be unsatisfactory for sale. Therefore, we strongly advise retail Florists and others purchasing plants for immediate sale to buy in Assortment as they will find this much more satisfactory and profitable.

If interested in a particular variety or a quantity of one variety or unrooted cuttings of Cacti and other Succulent Plants, write us and we will quote prices.

#### NURSERY GROWN STOCK

**ALOES—Our Specialty**—One of the best and most satisfactory groups for the Florist.

##### ALOE

africana  
arborescens  
ciliaris  
distans  
eru  
ferox  
hanburiana  
heteracantha  
humilis  
“ brevifolia  
“ echinata

##### ALOE—Cont.

johnsonii (?)  
mitriformis  
nobilis  
obscura  
salmdyckiana  
saponaria  
spinosissima  
striata  
striatula  
succotrina  
supralaevis (rubro-violacea)

##### ALOE—Cont.

variegata  
vera  
virens  
Many types of hybrids

##### ALOE—GASTERIA—HYBRID

beguinii  
mortalensis  
pethamensis

**AEONIUM**

arboreum  
 " atropurpureum  
 balsamiferum  
 burchardii  
 canariense  
 ciliatum  
 decorum  
 haworthii  
 lindleyi  
 percarneum  
 sedifolium  
 strepsicladium  
 tournefortii

**AGAVE**

americana variegata marginata  
 " " mediopicta  
 attenuata  
 decipiens  
 desertii  
 ferox

**ANACAMPSEROS**

refuscens

**BILLBERGIA**

nutans

**BROMELIA**

sceptrum

**BYRNESIA**

weinbergii

**CACTUS**

Acanthocereus pentagonus  
 Bergerocactus emoryi  
 Cereus geometrizans  
 " marginata  
 " pectinata  
 " peruvianus types  
 " straussii  
 Cephalocereus senilis  
 Coryphantha desertii  
 Chamaecereus silvestrii  
 Echinopsis mixed  
 Ferocactus viridescens  
 Harrisia mixed  
 Heliocereus grandiflorus  
 Mammillaria parkinsonii  
 Nyctocereus serpentinus  
 Opuntia basilaris  
 " brasiliensis  
 " cylindrica  
 " elata  
 " " elongata  
 " " robusta  
 " dwarf  
 " frutescens  
 " haitensis  
 " cristata  
 " microdasys  
 " monacantha variegata

**CACTUS—Cont.**

Opuntia moniliformis  
 " mortaliensis  
 " parryi  
 " prolifera  
 " ramosissima  
 " retrorsa  
 " rufida  
 " spinosior  
 " subulata  
 " tetracantha  
 " ursina  
 " velutina  
 Selenicereus  
 Trichocereus spachianus

**CACTUS GRAFTED**

Cereus monstrosus  
 Neomammillaria crests

**COTYLEDON**

clavifolius  
 decussata  
 galpini  
 macrantha  
 orbiculata  
 " dwarf  
 papillaris  
 punctata  
 teretifolia  
 wrightii

## CRASSULA

acutifolia  
albaflora  
brevifolia  
columbria (elata improved)  
cooperi  
coralina  
cultrata  
elata  
falcata  
impressa  
lycopodioides  
monticola  
namaquensis  
obvallata  
perforata  
portulacea (arborescens)  
pseudolycopodioides  
quadrifida  
rubicunda brilliancy  
sarmentosa  
spathulata  
tetragona  
trachysantha

## CYANOTIS

somalica

## ECHEVERIA

amoena  
clavifolia  
coccinea  
" hybrid  
" tortuosa  
derenbergii  
desmetiana  
elegans  
" x nobilis hybrid  
expatriata  
funkii  
glauca (globosa)  
" crest  
" x byrnesia hybrid  
linguaefolia  
metalica hybrid  
" " crest  
multicaulis  
nobilis  
nodulosa  
pulvinata (leucotricha imp.)  
rosei grandens crest  
" hybrid  
scaphophylla  
secunda  
setosa  
simulans  
stolonifera  
weingartii

## ECHEVERIA x OLIVERANTHUS

hybrid

## EUPHORBIA

canariensis  
caput-medusae  
" " commelini  
" " minor  
cereiformis  
cladestina  
clava (candelabrum)  
coerulescens  
echinus  
enneagona  
fimbriata  
gorgonis  
grandicornis  
grandidens  
heptagona  
mammillaris  
meloformis  
obesa  
pseudocactus  
resinifera  
splendens  
tirucalli

## GASTERIA

maculata  
mixed

**HAWORTHIA**

attenuata  
coarctata  
cymbiformis  
fasciata  
glabrata  
hybrida  
margaritifera  
reinwardtii  
tortuosa

**KALANCHOE  
(BRYOPHYLLUM)**

aliciae  
daigremontanum  
fedtschenkoi  
glaucescens  
marmorata  
rotundifolia  
somalensis  
tubiflora

**KITCHINGIA**

mandrakensis

**KLEINIA**

anteuphorbium  
articulata

**KLEINIA—Cont.**

ficoides  
mandraliscae  
radicans  
repens  
tropaeolifolia

**MESEMBRYANTHEMUM**

agninum  
alias  
alstonii  
aureum  
bellidiflorum  
bulbosum  
caulescens  
cinctum  
croceum  
floribundum  
geminum  
glaucum  
intonsum  
lacerum  
lehmannii  
linguaeforme  
marlothii  
maximum  
multiceps  
muricatum

**MESEMBRYANTHEMUM**

—Cont.

musculinum  
odoratum  
perveride  
repens  
rhomboideum  
tigrinum  
tuberculatum  
uncinatum  
veruculatum  
vespertinum  
vittatum

**OLIVERANTHUS**

elegans

**OTHONNA**

crassifolia  
major (?)

**PERESKIOPSIS****PORTULACARIA**

afra

**SARCOSTEMMA**

viminale

**SEDUM**

adolphi  
allantoides  
altissimum  
amecamecanum  
diffusum  
guatamalense  
moranense  
pachyphyllum  
palmeri  
praealtum cristatum  
rupestre  
treleasii

**SEMPERVIVUM**

calcareum

**STAPELIA**

hirsuta  
variegata  
multicaulis

**UMBILICUS**

chrysanthus

**YUCCA**

aloifolia variegata  
filamentosa variegata

**HESPERALOE (Red Yucca)**



## *Regulations Governing Credit Accounts*

All orders must be dated and signed by party making purchase.

Those wishing to establish credit accounts with us are required to give us three trade references with whom they have credit accounts and allow time for correspondence.

Those having credit accounts with us are requested to comply with the following:

All accounts are due and payable on the 15th of the month following date of statement. Statements are mailed at or shortly after time of shipment. *No shipments will be made on accounts more than 30 days delinquent.*

No discounts will be allowed on credit accounts.

SOLEDAD ROCK & WATER GARDENS  
PACIFIC BEACH, SAN DIEGO, CALIFORNIA



## GREETINGS

### *To Our Many Friends and Customers*

Sooner or later nearly everyone visits Southern California. When you do, we shall be glad to have you visit SOLEDAD ROCK & WATER GARDENS. The Gardens are located on the slope of Mt. Soledad, one mile from the Pacific Ocean, at the northern edge of Pacific Beach (a suburb of San Diego) between San Diego proper and La Jolla.

Here you will find some 800 varieties of Succulent Plants growing on 3½ acres under cultivation; landscape-sized plants and propagating stock growing in 3 ft. field rows under full sun; and several thousand flats of commercial-sized stock being conditioned for sale in cloth houses. You will always find something of interest in bloom. But our best flowering months are December, February, March, April, and May.

We will endeavor to make your visit an enjoyable one.

Lewis A. Walmsley  
Faye Walmsley.

# PLANTED BOWLS

Hand-made Red Clay Pottery, assorted designs, including those shown in Cut on Page 4, Planted with a large variety of colorful Cacti and other Succulents.



	Price Each
5 to 6 inch Bowl.....	\$ .80
4 " 5 " " .....	.60
3 " 4 " " .....	.35
2-inch Bowl, 3-plants.....	.15
" " 1-plant .....	.10